Amendments to the Specification

Please replace the abstract beginning at page 34, line 4, with the following rewritten abstract:

A system and method for providing text summarization for use in Web-based content is presented. Text is determined responsive to an executed query ~~including one or more query terms~~. Phrases within the text are identified, and words within the phrases are marked using matches of the words within the phrases with words of the executed query and/or a format rule. ~~The phrases are summarized into summarized text. At least one word in the phrases is marked. Zero or more words in the phrases are matched to the query terms. At least one of a matched word or a marked word is~~ Marked words are placed into the summarized text subject to space restrictions. A system and method for building Web-based advertising creatives is also presented. At least one item description responsive to an executed query ~~including one or more query terms~~ is identified and ~~. A~~ a name is extracted. ~~Phrases within the name are identified. The phrases are summarized into an advertising creative. At least one word in the phrases is marked. Zero or more words in the phrases are matched to the query terms. At least one of a matched word or a marked word is~~ Marked words are placed into the advertising creative subject to space restrictions.

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